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## **USE OF INSTAGRAM SOCIAL NETWORK TO PROMOTE BUSINESS**

Nowadays social networks are becoming very popular. Social structures consists of individuals or organizations. Their services are an interactive website with a large number of users, the content of which includes members of the network.

The process of attracting attention to a brand or product is an effective way to engage your audience to the site with the help of social networks, blogs, forums, communities. This is a promising method of promotion that allows you to communicate directly with the audience, while at the same time it is affordable and at reasonable price.

Social networks is the most popular kind of leisure, that is why advertising is becoming very popular and enterprises widely uses it to product promotion. Social networks are the most powerful program for advertising and promotion.

Today's Instagram is very actual to promote business, because it is a new up-to-date addition for smartphones. Instagram has captured gadgets around the world very fast, so an idea of advertising products and services, promotion of young brands on the Instagram network arises. Therefore popular social network will turn into an effective tool to promote business.

More than 100 million users are registered at Instagram network, that is it assures the coverage of a large number of potential buyers. Furthermore, Instagram may be attached to Facebook profil and you will be able to post photos at the same time in two applications. Instagram's technology helps you easily create stunning images which you can easily use in your other social networks.

Secrets of business promotion, that are used by more and more merchants in Instagram:

- An account name. The account name should reflect the main idea of the online store or be the same as the name of the company.
- A profile hat. A profile hat may include information on prices, terms of delivery, promotions, discounts, phone numbers, locations, that is, any additional valuable consumer information. Also, the profile hat can contain links to the website and the company's corporate slogan.
- Hashtags. Hashtags are used mostly on social media sites. They rocketed to fame on Twitter. But now you can use hashtags on other social platforms, such as Instagram, Facebook, Pinterest and Google+. Hashtags is a feature that allows you to view photos and videos with specific topics. Hashtags allow the user to quickly find the right photo, and the entrepreneur to advertise his product to the audience.
- Video. Video clips should post in non-working hours. People views photos only at work and watch videos only at home.
- Feedback. The entrepreneur must necessarily respond to comments and questions, explain incomprehensible moments, engage in dialogue with clients.
- Promotions and discounts. Promotions and discounts are always attractive for consumers.

In our opinion, social network Instagram is a good idea of business promotion. The use of marketing tools allows you to make sales through the Internet, reach the target audience, analyze the market, and successfully conduct business.